ENTREPRENEURIAL BEHAVIOUR OF RURAL WOMEN IN DAIRY FARMS: A STUDY OF DHARWAD DISTRICT

Synoptic Note submitted to the Karnataka State Akkamahadevi Women's University, Vijayapura for the Registration of the degree of

DOCTOR OF PHILOSOPHY

IN

ECONOMICS

BY

Miss. Shweta Laxman Badiger

(Reg.No.PHEC2102)

Research Guide

Dr.D.M.Madari
Professor and HOD

P.G.DEPARTMENT OF STUDIES AND RESEARCH IN ECONOMICS
KARNATAKA STATE AKKAMAHADEVI WOMEN'S UNIVERSITY,
VIJAYAPURA-586108

2022

Sl. No	Contents	Page No
I	Introduction	**3-5**
II	Review of literature	**5-7**
III	Significance of the study	**7**
IV	Statement of the problem	**7**
V	Objectives of the study	**7**
VI	Hypotheses	**7**
VII	Research methodology 1. Selection of the area 2. Collection of data 3. Sample size 4. Analysis of Data	**8**
VIII	Chapter Scheme	**8**
IX	Limitations of the Study	**9**
X	References	**9**

INTRODUCTION:-

Women entrepreneurship in economic development of any nation has been recognized for its significant contribution. Entrepreneurship is one of the most important factors contributing to the economic development of the society. The entrepreneurs are key persons of any country for promoting economic growth and technological change. The development of entrepreneurship is directly related to the socio-economic development of the society. Entrepreneurship is the capacity for innovations and quality to introduce innovative techniques in business operations. Entrepreneurship contributes to multidimensional development in several ways, assembling and harnessing various inputs; bearing the risks; innovating and imitating the techniques of production to reduce the cost and increase its quality and quantity; expanding the horizons of the market; and co-ordinating and managing the manufacturing unit at various levels. Entrepreneur is a person who has an urge to do or create something new, organize production, undertake risks and handle the economic uncertainty involved in running an enterprise.

Dairy enterprise next to agriculture not only provides continuous income and improves dietary standards of family, but also supplements the income and reduces unemployment to a large number of rural poor. Dairy is increasingly being recognized and could play a more constructive role in promoting rural welfare and reducing poverty by generating employment at farm level. A sustainable and financially viable dairy farming will generate income and self employment through entrepreneurship for rural people. India is one of the most populated countries in the world. Poverty and unemployment are the major problems of rural India. Human resource is one of the most strategic and critical determinants of growth. It is the contribution of people with entrepreneurial urge that makes a nation to march ahead in the process of development.

It is estimated that milk production and marketing sector alone is contributing 15% to Gross National Income. The growth of this livestock sector is much faster 6% to 8% than core agriculture itself. Dairy has a growth of 5% to 6 % per annum. In India every year the milk production is more than 146 million tonnes. As of 2020, production of milk in India was 194,800 thousand tonnes that accounts for 40.41% of the world's production of milk. It produces 700 million tonnes (20%) of milk in the world. By Asian continents it produces 240 million tonnes (60%) of milk. It is also providing various employment opportunities to the farmers, women and others. Government has established co-operative societies, dairies to support and to provide employment opportunities for cow and buffalo milk and milk products.

1. For every four village or for every single village these milk production Co-operative societies are allocated. At present 6700 dairy Cooperative societies are working.
2. Karnataka is in the eleventh position in the list of top milk producing states in India. The Karnataka Milk Federation (KMF) produces an average of 50 lakh kg of milk each day.
3. KMF has 14 milk unions throughout the Karnataka State which procure milk from Primary Dairy Cooperative Societies (DCS) and distribute milk to the consumers in various urban and rural markets in State with 1,500 members.
4. Dharwad district is in the 11^{th} position in the list of top milk producing districts in Karnataka. It produces 2.34 million tonnes of milk in a single day.

Livestock sector plays an important role in Indian economy and is an important subsector of Indian agriculture. The future dairy industry lies in promoting maximum participation of dairy entrepreneurs. Thus, entrepreneurial development is one of the ways to make rural people more competent in dairy farms. The women folk can easily be considered as backbone of any nation and better half of the men in almost all spheres of community development, of which India is not an exception. Rural women, who constitute about 50 per cent of total rural population, play an active role in all spheres of economic life and contribute richly towards national income. The concept of developing rural women entrepreneurship lays emphasis on the utilization of women labour force productively in generating income for their livelihoods, alleviating rural poverty, and in reducing negative social effects of unemployment and under employment. The study analysis of relationship of entrepreneurial behaviour of rural woman entrepreneurs with their attributes and also identify the constraints experienced by them in implementation of their enterprise

History of Milk Production of Dairying:-

Dairy in India was once a largely subsistence-oriented occupation intended to produce milk for home consumption. In 1919, a dairy animal census was conducted for the first time by British colonial officials. A report authored in 1937 indicated a sub-optimal rate of milk consumption in the country. It estimated a per capita intake of 7 ounces (200 g) per day (inclusive of all dairy products), which was the lowest among all large dairy countries. Low productivity of dairy animals and widespread poverty were the challenges in increasing dairy production and consumption. Consumption varied by geographic and economic conditions, but was on the whole quite low.

In the 1920s, modern milk processing and marketing technologies were introduced in India. The National Dairy Development Board (NDDB) was founded in 1965. It launched Operation Flood in 1969–70, a programme aimed at modernizing and developing the dairy sector using co-operatives. During this period, dairy co-operatives emerged as a dominant force, as a result of the exploitative nature of private milk plants and vendors. Co-operatives were based on the "Anand model" – a three-tier organizational structure comprising (i) village-level co-operative societies (the primary producers), (ii) district-level co-operative producers' unions which collected the milk and operated processing plants, and (iii) state-level federations for marketing. This model was evolved in Anand, Gujarat, having begun there in 1946, and came to be adopted all over the country.

Operation Flood proceeded in three phases. Phase I (1970–1981) focussed on developing dairy production in areas surrounding New Delhi, Mumbai, Kolkata, and Chennai. Phase II (beginning 1986), a larger phase of the project, and expanded investment to 147 urban centres across the country. Phase III, which continued to the mid-1990s, expanded investment still further, to a number of smaller towns. In addition to investments by the government of India, several phases of Operation Flood were funded in part by the World Bank and European Economic Community.

India has been the world's largest milk producer since 1997, when it surpassed the United States.

Milk production and per capita availability of milk in India

(1991 to 2019)

Year	Production (Million Tones)	Per capita availability (gms/day)
1991-92	55.6	178
1992-93	58.0	182
1993-94	60.0	187
1994-95	63.8	194
1995-96	66.2	197
1996-97	69.1	202
1997-98	72.1	207
1998-99	75.4	213
1999-2000	78.3	217
2000-2001	80.6	220
2001-2002	84.4	225
2002-2003	86.2	230
2003-2004	88.1	231
2004-2005	92.5	233
2005-2006	97.1	241
2006-2007	102.6	251
2007-2008	107.9	260
2008-2009	112.2	266
2009-2010	116.4	273
2010-2011	121.8	281
2011-2012	127.9	290
2012-2013	132.4	299
2013-2014	137.7	307
2014-2015	146.3	322
2015-2016	155.5	337
2016-2017	165.4	355
2017-2018	176.3	375
2018-2019	187.7	394

Source: Basic Animal Husbandry Statistics, DAHD& F (Department of Animal Husbandry, Dairying and Fisheries) Ministry of Agriculture and Farmers welfare GOI.

II. Review of Literature:

A brief review of studies pertaining to the cost and returns of milk production, milk production function, resource productivity, and milk marketing as presented below:

K M Singh, M S Meena, R C Bharati and Abhaykumar (2012) Dairy farming has emerged as a critical supply of livelihood, especially on small holder families. The green control of dairy cooperative system has facilitated milk manufacturing and marketing in Bihar. A try become made to research the milk contribution to dairy co-operative, manufacturers' share in customer rupee and cost of milk production in Bihar. Consistent with litre fee of milk production varied from 10.12 for crossbred cows to 13.90 and ` thirteen. Fifty seven for buffalo and local cows, respectively, which might be higher than price paid by using co-operatives for fashionable milk (fat-6% and SNF-21%). Herd length and type of milk animal at the side of parity had extensive influence on fee of milk manufacturing. Manufacturing value is possibly to lower with boom in length of unit and in manufacturing of crossbred cows in herd. Extra than -0.33 of milk produced via co-operative participants is marketed through dairy co-operatives in Bihar. The producers' proportion in patron rupee is about 58% for all categories of herd due to the fact all are marketing their milk thru co-operatives handiest.

Shamsudeen Ibrahim SA (2012) Dairying is one of the expanding branches that came out of the inexperienced Revolution. It's far an agro-primarily based industry, expanding very fast all through the world. A decade ago most effective five in keeping with cent of the milk produces came into the dairies, while today, it is 10 in line with cent and it is growing. Current record through the Ministry of Agriculture reveals that the Dairy industry has the potential to provide approximately 4.2 corer jobs in keeping with 12 months. The call for milk merchandise would increase as a result of increase in national GDP. On the way to meet the call for, it is vital to have a consistent increase in milk manufacturing, so as to be feasible on a hit implementation of "Operation Flood" and evolution or new animal breed.

Khalandar S, M Sivaram, PK Dixit and Shweta Bijla (2019) In this article the writer has analysed approximately spatial milk production of Karnataka kingdom. In the year 2017 amongst an Indian States the Karnataka nation has the 11th region in milk production of 5.7 million tonnes. However, the milk productiveness in Karnataka has been decrease than the country wide common. On this observe, vicinity-smart tendencies in milk manufacturing, farm animals and buffalo population and their herd performance ratio (HER) and average milk yield were analysed. Facts on bovine populace, animal in milk, milk yield and milk production has been accrued and compiled at district stage for the period 1997 to 2012. The districts have been grouped into special areas and area-smart trend evaluation turned into performed. All through the duration 2007 to 2011, the milk production from indigenous farm animals, crossbred cattle and buffalo multiplied by way of 2.28 in line with cent, 7.30 in step with cent and 3.85 in step with cent respectively.

RS Bhawar , PK Dixit and M Sivaram (2020) Here in this article the authors investigated that, the production and marketing related constraints of dairy farming practice in the

Northern Dry Zone of Karnataka and has taken 240 random samples of households from four districts in Northern Dry Zone of Karnataka. About in categories 66% of dairy farmers belong to 32.50% of marginal farmers and 33.75% of small farmers. It also revealed that the 93.75% dairy farmers have been dealing with high cost of feed and fodder problem, 91.66% of non-availability of quality feed round the year problem and 87.91% of susceptibility of crossbred animal diseases have been observed as major production related troubles. It was additionally noted that, the remote region of milk collection centres (96%), low prices of milk (92.50%), scarce of regular markets (91.25%), poor hygiene and storage problem at the same time as while carrying milk to procurement centres (83.33%) have been the essential constraints in marketing of milk. Thus as a consequence the study centred on offering of excellent feed spherical the 12 months and additionally worried to development of dairy area in Northern Dry area of Karnataka.

III. Significance of the Study:

The study of Entrepreneurial behaviour of women dairy farms assessed using nine selected components namely innovativeness, achievement motivation, decision making ability, risk orientation, co-ordinating ability, planning ability, information seeking behaviour, self confidence and universal knowledge. The Dharwad district of Karnataka a multistage sampling procedure was adopted for the investigation. Out of the 07 talukas, 5 talukas were selected based on dairy population. Most of the women dairy farms had high level of innovativeness, self confidence and good co-ordinating ability moderate.

IV. Objectives of the Study:

The overall objectives of the proposed study are to inquire into the entrepreneurial behaviour of rural farm women in dairying. The specific objectives are given below.

1) To understand the socio-economic conditions of rural women in dairy farms.
2) To study the entrepreneurial behaviour of rural women in dairy farms.
3) To analyse the knowledge, skill adoption to improve dairy farming practices among rural women.
5) To identify the constraints faced by rural women in dairy farms enterprises.
6) To examine the initiative measures provided by the Government.
7) To suggest policy measures for streamlining the management to overcome the problems of the study unit.

Hypotheses:

- H_o: Dairy farms are significant profitable occupation for rural women.
- H_1: Dairy farms are not significant profitable occupation for rural women.

VII. Research Methodology:

For the present study following research methodology will be adopted.

a) Selection of Area:

The present study extends over Dharwad district. Researcher has selected the research Problem as "**ENTREPRENEURIAL BEHAVIOUR OF RURAL WOMEN IN DAIRY FARMS: A STUDY OF DHARWAD DISTRICT**", in the district 5 talukas are selected for the purpose of research.

b) Collection of Data:

The study involves both primary and secondary data.

- Primary data shall be collected from the rural women in dairy farms units directly through Structural interview schedule as field work.
- Secondary data shall be collected from official sources like publications of books, Magazines, article, news papers, other publications and online sources.

c) Sample Size:

The study will be covered samples by following simple random sampling method and size of sample will be 10% calculated with the help of creative research system online sample size calculator at 95 percent of confidence level and 5 confidential intervals.

VIII. The organization of study(Chapter Scheme)

The present study has been presented in following five chapters.

Chapter I: The first chapter is developed to present an instruction to the topic of research followed by an explanation of the objective of the study, methodology of data collection, limitations of the study, review of the existing literature on the related aspects of the research

Chapter II: The second chapter deals with profile of the study area included all socio-economic data.

Chapter III: The third chapter deals with a profile of entrepreneur behaviour of rural women in dairy farming and its various dimensions covered by the study.

Chapter IV: The fourth chapter provides data analysis of entrepreneur behaviour of rural women in dairy farms problems and revival of problem units in the study.

Chapter V: The fifth chapter provides a summary of the findings and suggestions Plan of the project and targets to achieve.

IX. Limitations of the Study:

The following will be the Limitations of the study,

1) The present study covers only Dharwad district.
2) The present study covers only dairy farms.

References:

1) Goutam Kumar Mandate, M A Sattar Mandal Z M, Saidur Rahman, "Production and Marketing of Milk In Some Selected Areas of Serajgonj District", "The Bangladesh Journal of Agricultural Economics", 2009.
2) Adebabay Kebede Belew, "Characterization of Milk Production Systems, Marketing and On- Farm Evaluation of the Effect of Feed Supplementation on Milk Yield and Milk Composition of Cows at Bure District, Ethiopia", "A Thesis Submitted to the Department of Animal Science and Technology School of Graduate Studies Bahir Dar University", May, 2009.
3) K M Singh M S Meena, R C Bharati and Abhay kumar, "An economic analysis of milk production in Bihar", October 2012, Indian Journal of Animal Sciences 82 (10): 1233–1237, 2012.
4) Shamsudeen Ibrahim SA, thesis "Production and marketing of milk in madurai district Tamil Nadu", Madurai Kamraj University, 2012.
5) Verma, Rajit, thesis "Economics of production and marketing of milk in ambedkarnagar district of uttar Pradesh", ChhatrapatiSahujiMaharaj University, 2013
6) P. Hietala, M. Wolfova, J. Wolf , J. Kantanen, and J. Juga , "Economic values of production and functional traits, including residual feed intake, in Finnish milk production", Published October 29, 2013, "American Dairy Science Association®, 2014".

Internet sources:

- https://shodhganga.inflibnet.ac.in/
- https://shodhganga.inflibnet.ac.in/simple-search?query=milk+production+and+marketing&go
- https://ess.inflibnet.ac.in/
- http://ijmrr.com/admin/upload_data/journal_
- https://www.indiastat.com/data/agriculture/milk-production/data-year/all-years

Research scholar Research Guide